



# BEHIND THE SCENES

A rare insight in the lives of the  
SEP Artists: the fairies who  
create your favourite clothes



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# modern day super heroes

The 50,000 Jerash camp residents are Gaza refugees: their families were displaced after the 1967 six-days-war and sought refuge in Jordan. Since October 7th 2023, many SEP Artists and their kids lost family members in Gaza and a lot of their faith in humanity

SEP







# resilience takes on a whole new meaning in Jerash “Gaza” camp



A number of SEP Artists and their kids decided to pose for the camera, in many cases for the first time. They did this, so that you can look in their eyes and see who are the people which are being killed in Gaza. They did this, so that you see the human beings behind the magic embroideries you own



We don't usually share pictures of children, because we want to protect them. This year their cousins and friends in Gaza, children like them, have lost all kinds of protection. These are the photos of the SEP Artists' children who want you to meet them



Being a refugee is a great, often lifelong sacrifice, which the ladies you are meeting here today are taking on daily with unimaginable strength and dignity

# Embroidery is art, hope, humanity





**Meet Zeina, she is the sweetest girl ever and the day she smiled for the camera, she had not heard news from her uncle and cousins in Gaza for weeks. She is worried, she is grieving, but she is still hoping for the best**

**Embroidery  
is  
expression,  
freedom,  
resilience**